

The French Broad Hustler.

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HENDERSONVILLE, NORTH CAROLINA, THURSDAY, AUGUST 17, 1911.

\$1.00 PER YEAR.

HENDERSONVILLE GETS MANY 300 COME FROM CHARLESTON

"The excursionists represented the best class of citizens. Hendersonville, N. C., seem to be the most popular of the summer resorts, for more than three hundred tickets were sold to that point."--Charleston News and Courier, August 17th.

The following taken from today's Charleston News and Courier needs no comment:

"There was nothing but hurry and bustle about the Union passenger station, all day yesterday. Hundreds of excursionists left for mountain and seashore resorts over the Southern and the Atlantic Coast Line. The Southern sent five trains out and the Atlantic Coast Line seven. Each train was crowded, and it is estimated that between one thousand and twelve hundred people took advantage of the low rates offered by the two roads. The officials of both roads took care to provide every accommodation for the vacationists. A number of men in the Union passenger station yard directed the people to their trains, and each train carried one or more experienced railroad men to assist the train crew in taking care of the passengers and giving such information as might be desired en route. This is the twenty-eighth annual excursion of the Atlantic Coast Line to Eastern mountain and seashore resorts, and the Southern's thirty-second annual mountain excursion.

Crowd Larger Than Ever.
It was stated last evening by officials of both roads that the crowds leaving yesterday on the mountain and seashore excursions were larger than any previous year. According to partial statistics available last evening nearly six hundred tickets had been sold at the Southern's up-town office and more than one hundred at the Union Station. Superintendent Murchison, of the Atlantic Coast Line, stated last evening that while he could not say positively how many people left over their road, he was confident that the number would run from 350 to 400. The trains all left on time, and though there were great crowds at the station all day, at no time was there congestion. The excursionists who left yesterday hold tickets good on any regular train until the night of September 2. The excursionists represented the best class of citizens. They will spend from two to three weeks in the mountains of North Carolina and at various seashore resorts. Hendersonville, N. C. seemed to be the most popular of the summer resorts, for more than three hundred tickets were sold to that point.

BABY CONTEST

Following is the complete list of prizes offered in the Baby Show to be held at the auditorium on August 25. The list is long and the aggregate value great. The proceeds of the show are for most deserving charitable purposes. The date is August 25th.

Singer Sewing Machine Co.
Oakland Chemical Co.
Mellins Food Co.
Health Merry-go-round Co., Quincy, Ill.
The Yankee Co., Utica, N. Y.
The Taylor Nurse Bed Co., New York.
Glasscock Mfg. Co., Quincy, Ill.
Gingerette Co., Asheville.
Manufacturing Company of America.
Gerrard Mennen Chemical Co., Newark, N. J.
The Hygiene Nursing Bottle Co. Buffalo.
Schweiger & Co., Importers of Swiss embroideries, New York.
Borden's Condensed Milk Co., New York.
Eainshaw Knitting Company, Chicago.
Buffalo Specialty Co., Buffalo.

Following are some of the prizes offered:
The Asheville Peerless Fashion Store, handsome baby cap of white silk, lined, value \$2.00.
The Canady Realty Co., Asheville, neck chain and locket, value \$2.00.
The Pruett Garage, Hendersonville, automobile ride to King and Queen of Babyland, value \$3.00.
Whitaker Book Store, silver mounted brush and comb, value \$2.00. Voting contest. Most popular girl, Rebecca mother.
J. M. Ransier Pony Farm, goat value \$4.00. Voting contest, most popular boy, I. O. F. father.
Mrs. G. H. Cochran, Asheville, hand embroidered baby cap, value \$2.00.
Tatum Livery Stable, carriage ride for the twins, value \$3.00.
Hendersonville Mercantile Co., pair baby shoes, value \$1.00.
Bon Marche, Asheville, infants jacket of white wool, value \$2.00.
Lott's Shoe Store, pair baby shoes, value \$1.00. Class H.
Ideal Fruit and Candy Store, box finest candy, value \$1.00. Class K.
Mrs. Cora Ransier, flask of water from the River Jordan, to be sold at auction for benefit of Class A.

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On Pleasure Bent.
The excursionists leaving Charleston yesterday are strictly on pleasure bent. After months of hard work, clerks and office men are off for the cool mountain streams of the "Land of the Sky." For two weeks at least they will be refreshed by mountain breezes instead of electric fans. They will swap the pen for the rod, and instead of scribbles will become veritable Nimrods, where the mountain trout is wary and can only be beguiled with a silver hook.

Hawkin's Jewelry Store, solid gold ring, diamond set. Voting contest, most popular girl, O. E. S. Mother.
Class M. One half dozen silver spoons. C. E. Wilson Mercantile Co.
Class G. Baby Bonnet. From Mrs. Posey. Value \$2.00.
Queen and King—Order for photos. Given by Bakers Art Gallery. Value \$5.00.
Class J. Flask of toilet Water. From the Rose Pharmacy. Value \$1.
Class D. A Singer for the girls. Not a toy. A sewing machine that sews. From A. O. Jones. Value \$3.00.
Class N. Mother of largest number of children under ten years. A corset made to order. The Barclay Tailor. Made Corset. Given by Mrs. La Bruce of Charleston.
Judge Blythe of the Auditorium. \$2.50.
C. E. Lewis & son. Dry Good firm. Pair Baby Shoes. Value \$1.00.
The First National Bank.
The 5 & 10 cent store, Patterson Bros.
Harris & Good, Grocers. Stock for the Fish Pond.
The Peoples National Bank.
Mrs. Lottie J. Wiley, Worthy Grand Ruth, O. E. S., Grand Lecturer; Past Grand Matron, of Chicago—Oriental Table Cover. Value \$3.00.
Clarks Hardware Store, \$1.00.
Edwards & Son, Hardware Store, half dozen silver spoons.
Maxwell & Brown, Grocers.
Burkemyer, Grocery Co.
G. M. Glazener, Dry Goods House.
Hunters Pharmacy, Toilet Soap.
Farmers Supply Co., Given by A. C. Marris.
A Ficker, Grocer.
Many other valuable prizes are yet to be mentioned. Watch the display window of Lott's Shoe Store—they will all be placed on view there.
If you haven't got one of your own—don't steal one—borrow one and enter it in the greatest show of its kind in the South!

Mrs. Hayne Patrons of Baby Show.
Mrs. Frank E. Hayne, of New Orleans, now spending the season at her beautiful Flat Rock home, has very kindly consented to act as one of the patronesses of the coming Babyland Carnival, to be held at the Auditorium on August 25th.

Mr. R. P. Raymond of Baton Rouge, Miss., reached the city last night and will spend several weeks here. Mr. Raymond has the distinction of having played baseball for four years on the varsity at the University of Mississippi, a distinction vouchsafed to few college men.

Miss Sadie Jacoby of Birmingham, Ala., who is spending the summer here, visited friends in Asheville yesterday.
Mrs. William Calvin Chilton who has delighted audiences at the Auditorium for the past two nights by her remarkable stage mimicry leaves this afternoon for her home in Mississippi.
Mr. M. J. W. White a specialty salesman from Norfolk, Va., is in the city for a stay of several days. Mr. White stated that he was more fortunate than two of his fellow travelers who were forced to return to Asheville last night because all the hotels had the "S. R. O." sign conspicuously displayed in the lobbies. It is the general belief that they found room in Asheville.
Mrs. G. L. Thrasher and daughter May of Sanford, Fla., are expected in the city Saturday for a stay of several weeks. Mr. Thrasher will come through the country in his automobile.
Mr. and Mrs. Jim Milster of Spartanburg, have arrived in the city for a stay for several days.

Dies With Her Sweetheart When Found in Men's Garb Donned to Be Near Lover.
New York, Aug. 14.—The Oriental freighter Indravell was tied up at her pier here this morning, after a fast trip from the far east. The most unusual incident of her trip occurred during a week's stop at Singapore, where John Fickle, a Lancashire man, discovered that one of the stokers who had been with the ship for several months was a young woman in disguise. The girl, who was 16 years old, told the officers that she was engaged to marry one of the stokers and had shipped as one of the crew in order to be near him.
As the chief engineer was leading the girl to the captain's quarters she eluded his hold and climbed the ladders, followed by her lover. Reaching the deck the pair hurled themselves over the rail into the harbor, landing in a rack of sampans and other native craft.
Of the ten most beautiful buildings in the United States the national Capitol at Washington ranks first in the estimation of critics and the city hall of New York last. In the list are three churches, three libraries, two government structures, one private building. The private residence so distinguished is in North Carolina at Biltmore.—Floating news item.

MRS. BOONE PASSEF AWAY

The many friend of Mrs. J. B. Boone in this city and elsewhere learned with deepest regret of her death early this morning. For several weeks Mrs. Boone had been suffering from a fall sustained on leaving the services at the First Baptist church and this injury with other complications, caused her death.

Mrs. Boone was about 65 years old, a most consistent christian and one of the most lovable and highly respected women of the city. For years she had been a friend of the truest type to all who came to her for aid or sympathy. Never was the call unheeded when this most estimable woman was appealed to for any worthy cause. The community sustains a distinct loss when such a lovable character passes away.

Two sisters and one brother survive Mrs. Boone. The two sisters are Mr. E. F. Cooke and Mrs. S. A. Everett of Murfreesboro. The brother who was a former resident here but now of Winston-Salem is Mr. J. A. Madry. All of these had feared that Mrs. Boone would not recover from the accident and were at her bedside when death came.

SHORT LOCAL ITEMS

Mrs. Rosa Warren from near Riddicksville, N. C., a lifelong friend of Mrs. Boone, hearing of her serious illness came to the city last Tuesday night and was constantly with her until the end.

Mrs. Boone was formerly connected with the Thomasville Baptist Orphanage. Her husband, the late Rev. J. B. Boone having charge of the Orphanage for several years.

The funeral services will be conducted at the First Baptist Church tomorrow at 11:30 o'clock by the pastor Rev. K. W. Cawthon.

Mr. A. A. Lynch of Bolton, N. C., sales manager of the Waccamaw Lumber Co., is in the city and expects to spend several weeks.

Mr. and Mrs. W. E. Cooper of Wilmington, who are staying at Laurel Park Retreat leave today for Waynesville, but will return to this city the latter part of the week.

M. F. C. Peters a prominent merchant of Charleston, reached the city and is quartered at the Wheeler for a stay of several days.

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At The Lyric.
A large assembly of Hendersonville lovers took peculiar delight in the several good offerings presented last night. The evidence of there being quite a number of excursionists in the city was indubitably shown when a casual glance over the audience was taken. All of the visitors were favorably impressed with what they saw for the program was of that variety commonly designated as good. The pictures shown last night were well worth the admission charged at the door and no one could find reason to complain of lack of their money's worth in the way of entertainment. The bill for tonight will be of good things in the moving picture line as well as in the way of jam-up vaudeville acts which thrill and amuse.

Balfour Graded School Opens.
The graded school at Balfour in charge of Misses Beam and Jones opened on Monday last under the most auspicious circumstances. The attendance on the opening day and the excellent teaching corps bespeak a most successful year for this flourishing school. The trustees are taking a vital interest in all that pertains to the best interests of the school and will leave nothing undone that will further the cause of education in this community.
Immediately after a meeting of the trustees Monday, one of their number, Mrs. C. S. Whitaker, invited them with their wives to adjourn to his handsome new residence and partake of some excellent home grown watermelons. They stood not upon the order of going but adjourned "sine die" for the feast. All enjoyed the treat and voted Mr. Whitaker a most hospitable host.

Why Advertising Pays.
(Boston Dispatch to N. Y. World.)
For the first time in the history of the Associated Advertising Clubs of America, now in session here, women took the leading part in the proceedings. Mrs. Helen Mary Shaw-Thomson, of Chicago, said:
"The greatest possible testimony that advertising is all economy to the consumer is the fact that a great majority of the women purchasers of the world favor advertised goods. Women are acknowledged to be good buyers. If they felt they did not advertise goods, they would not buy them."

The Alkahest Band, having completed their engagement at the Chautauqua, leave today for Atlanta, Ga.

MRS WESTA WINS AUDIENCE

Mrs. Emma Westall who made her first appearance at the Chautauqua last night captivated the entire audience completely, nor is it to be wondered at that she did. Beautiful of face and form, elegantly gowned, smiling in manner and pleasing in every way to the eye, her mere appearance gave promise of excellent musical numbers.

She is possessed of a magnificent, full, rich, deep, clear soprano of wonderful purity and power and her enunciation is well nigh perfect. The large audience showed its appreciation and recognition of the artist by tumultuous and prolonged applause at the conclusion of each number. Conspicuous among the encores was one of the most beautiful lullabies ever heard here. The accompaniment by Miss Helena Morris who is a musician of rare ability was all and even more than her numerous friends had expected.

The manager Mr. S. T. Hodges, announced in introducing Mrs. Westall that she would sing each night for a week and music lovers are assured of seven nights of rare pleasure.

Mrs. Westall, the Daily Herald, from Editor to Devil, welcomes you!
The prolonged applause greeting Mrs. Chilton on her second appearance on the stage, spoke eloquently of the high appreciation her charming acting has won for her among the Chautauquas. Her selections last night were of the type peculiarly suited to her remarkable talent. In no other field of literature is she so much at her best as in the folk lore and dialect of the southern negro. The admirers of the excellent work of Joel Chandler Harris were drawn closer to the genius of this southern man through the reading of Mrs. Chilton. Her interpretation was so vivid that one could almost see "Bredder Rabbit er settin' up tuh Miss Meadows' gals an smokin' his big, black seegar." All the selections were particularly apt and their rendition par excellence.
Beginning at 8:30 tonight Mrs. Westall will sing several delightful songs; at 8:45, Mr. W. Powell Hale, the impersonator, and a real sure enough cure for the blues will make you laugh and cry and then laugh again. Mr. Hale is pleasantly remembered in this city as the great star attraction of the Chautauqua held here four years ago. All who heard him then will welcome this opportunity of again hearing such a brilliant entertainer.

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WHAT THE PRESS BUREAU DOES TO BOOST HENDERSONVILLE

"Hendersonville ought to appreciate what your publicity campaign has done for them, in that they have the biggest crowd the town has known for some years."

The above is an extract from a personal letter received by Mr. T. R. Barrows, manager of the Hendersonville Press Bureau from Mr. James H. Caine, the editor of the Asheville Citizen.

The Hendersonville Press Bureau has sent out an aggregate of not less than 1,500 columns of news from this city.

Some of this stuff, more particularly the "volcano" and the "subterranean river" stories, have been widely copied, and have appeared in every prominent Southern daily paper. The "volcano" story reached many of the northern dailies and is probably still traveling.

Both of these "nature faker" items attracted immediate attention, for they were original, they were well-written and interesting.

It is absolutely impossible to tell just how many columns of newspaper space they have filled, but without doubt, many hundreds.

A recent copy of the Jacksonville Metropolis received here carried the volcano story, under big headlines, on the front page, long after it had been sent out. Without exception, every paper handling it made a front page story of it with headlines calculated to attract the readers' immediate attention.

Editorial comment followed the news story. Mr. Norman H. Johnson, editor of the Merchants Journal, when in Hendersonville recently stated that his press clipping bureau in Raleigh had already clipped editorial comment and news stories about the volcano which in his judgment were worth not less than eight thousand dollars to the town as advertising matter.

The volcano story created more excitement in Hendersonville than anywhere else.

At one time there was talk of lynching Mr. Barrows (a joke) for completely and absolutely ruining all the fair prospects of a good season.

The town was about evenly divided on the proposition, however, and the editor of the Metropolis was permitted to do further "damage."

An interesting "correction" of the volcano yarn was then sent broadcast—and was generally published. It gave a reasonable explanation of the volcano and attracted general attention of itself.

Shortly after this a subterranean river was discovered flowing underneath Hendersonville. No time was lost in informing a waiting world of the fact and it made almost as great a bit as the volcano success.

Those two stories were sent out at precisely the right time to advertise Hendersonville. The value of this publicity to the town, to every merchant, every boarding house keeper, every citizen interested in his home town, may not be calculated in dollars and cents. Should an effort be made to do so, the figures would be startling. It would be impossible to raise an amount of money here to buy a similar amount of newspaper publicity.

To repeat, both these stories appeared on the front page, under big headlines, of every prominent newspaper in the South, almost.

The columns of editorial comment which followed was worth as much. The discussion of the "ethics" of such advertising methods, a discussion participated in by most of the weekly papers of the state, was also extremely valuable.

When Mr. Barrows attended the recent annual meeting of the North Carolina Press Association he found that he was best known, and his home town best known, as the author and the scene of the two biggest newspaper hits ever made in the South, in the opinion of the trained newspaper men there gathered.

Aside from these stories, the legitimate news originating here has been sent broadcast. The Bankers and Merchants conventions were handled in detail and filled untold columns in the State papers. Improvements made and contemplated, accidents, visitors here and their names and everything of news value has been mailed or wired to the leading papers of the entire South.

In addition to this a Henderson county news story, sent out by the Hendersonville Press Bureau, has been accepted by one of the greatest New York papers.

Hendersonville and Henderson county have been more thoroughly advertised since May 15th than ever before, and probably than it will ever be again for a long time to come. To give the actual number of newspaper columns which have been filled by news from this town would be an utter impossibility—but the aggregate must be startling—probably merely to give an estimate would be unbelievable.

Some of the newspaper comment, a

few taken from hundreds, follows:

The Charlotte Observer: "As one reads that story of the expected volcano up Hendersonville way in exchange after exchange, day after day, one cannot withhold admiration from the very effective publicity manager in that enterprising town. Such things came only by ingenious work applied in the right place."

The Waynesville Courier: "Hendersonville's publicity bureau never pulled off a more clever stunt than the recent earthquake fake. It has gone the rounds of the press, first as a news story and now it is being humorously discussed as a fake pure and simple."

A BIG DOLL FOR SOMEONE

A big doll, a very big doll, will be given away free to someone at the Babyland Carnival to be held at the auditorium on August 25.

Every child at the Carnival, whether competing for a prize or not will receive without cost a numbered ticket, one of which will entitle the holder to the big doll.

A Barley tallor made corset, valued at ten dollars, is to be given away, under the same conditions as above, to some lady attending the show.

The voting contest for King and Queen of Baby Land now stands as follows:

Queen—Nellie Morris, 250; Josephine Brooks 115; Agnes Williams, 100; Edith Hatch, 100; Martha H. Dixon, 100.

King—Reginald Wilcox, 200; Leonard Staton, 112; Hugh A. Tywford, 112; Brownlow Jackson, Jr., 110.

Popular Boy, Masonic father—Leon Wetmur, 109.

Popular Girl, O. E. S. mother—Leona Hawkins, 110; Mattie Pauline Brown, 100.

Popular Boy, I. O. O. F. father—Broadus Stepp, 150; Ralph Jones, 100.

At The Palace

It seemed that every one had heard some intimation of the extra good program to be offered last night and it looked for awhile as if all the people in town were bent on seeing it. A considerable proportion of them did and they all saw what they expected. The best picture of the lot was the one in which the "volcano" was cleverly discovered. A real lesson was taught in this picture and the words of the poet about a silver lining being behind every dark cloud were emphasized. It happened to be a gold lining in this instance but the change of metals only made the emphasis more marked. A program equally as good and that means one of the best has been prepared for tonight.

Swat the Dog.

Lenor News.

We note that the matter of dispensing of about one thousand worthless dogs, on which the owners refuse to pay taxes, is causing some discussion in Charlotte. No doubt these dogs have consumed enough food to have produced several hundred pounds of pork, and the fact that they are to be put out commission is a matter of congratulation. If we people of the South will just take a sensible view of this dog question and tax them out of existence, much of the money that now goes out of this part of the country for meat and woolen goods would be saved at home. Now that the campaign of swatting the fly is well on, we should begin another and one of more importance—that is, swat the dog.

Will Settle Out of Court, Title to Timber Lands.

Asheville, Aug. 15.—It has been agreed that the case of George W. Vanderbilt against George Currier, J. W. Howell, et al. shall be arbitrated Saturday afternoon between counsel for the plaintiff and defendants. The case involves title to about 100 acres of timber lands in the Hominy section of the county. Some time ago action was brought by Mr. Vanderbilt restraining the defendants from cutting timber and then bark from the lands in controversy. Mr. Vanderbilt claiming title to the lands. A suit was instituted and Prof. J. J. Reagan employed to make a survey of the property. This survey is about complete and as a result of the agreement to arbitrate the matter will soon be settled. J. S. Adams and Mr. Coburn of the Hominy section were named as arbitrators. They will make their report some time this month.

The excursionists were plainly in evidence last night. Main street presenting the appearance of one of the larger northern cities on election night. With the crowd increased by those who reached the city today. Miss Janie Crook of Spartanburg, is sending a couple of weeks in the city.